

**REMARKS/ARGUMENTS**

Prior to entry of this amendment, claims 1-3, 5, 7-10, 12, 14-17, 19, and 21 were pending in this application. Claims 1, 8, and 15 have been amended, claims 22-27 have been added, and claims 5, 7, 12, 14, 19, and 21 have been canceled herein. Therefore, claims 1-3, 8-10, 15-17, and 22-27 are now present for examination. Applicants respectfully request reconsideration of these claims for at least the reasons presented below.

**35 U.S.C. § 103 Rejection, Bimson in view of Moore in view of Official Notice**

The Office Action has rejected claims 1-3, 5, 7-10, 12, 14-17, 19 and 21 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Pub. No. 2002/0046244 of Bimson et al. (hereinafter “Bimson”) in view of U.S. Patent Pub. No. 2001/0049672 of Moore et al. (hereinafter “Moore”) and in further view of Official Notice. The Applicants respectfully submit that the Office Action does not establish a *prima facie* case of obviousness in rejecting these claims, as amended. Therefore, the Applicants request reconsideration and withdrawal of the rejection.

In order to establish a *prima facie* case of obviousness, all claimed limitations must first be taught or suggested by the prior art. *See, e.g., DyStar Textilfarben GmbH & Co. Deutschland KG v. C.H. Patrick Co.*, 464 F.3d 1356, 1360 (Fed. Cir. 2006). The Office Action must then provide an explicit analysis supporting the rejection. *See KSR Int'l Co. v. Teleflex Inc.*, 127 S. Ct. 1727, 1741 (2007) (“a patent composed of several elements is not proved obvious merely by demonstrating that each of its elements was, independently, known in the prior art”). While the Office Action can use one of several exemplary rationales from the MPEP to support an obviousness rejection under *KSR*, all the rationales still require the Office Action to demonstrate that all the claim elements are shown in the prior art. *See* MPEP §2143. As will be

discussed below, the references cited by the Office Action do not teach or suggest each claimed limitation. For example, none of the references, alone or in combination, teach or suggest accessing a Web page out of a plurality of Web pages of an e-commerce Web site, the plurality of Web pages comprising an electronic catalog of products arranged in a product hierarchy. Furthermore, neither reference teaches or suggests, alone or in combination, log in information that is selected from a first log in information to obtain a first privilege level for editing the Web pages and a second log in information to obtain a second privilege level for editing the Web pages, wherein the second privilege level is higher than the first privilege level, and invoking a web page editor having a graphical user interface for editing the accessed Web page in response to the submitted log in information having a privilege level sufficient to enable editing of the accessed Web page. Further still, none of the references teach or suggest, alone or in combination, in response to the login information comprising the first login information, generating a workflow notification to request an approval of the updated version of the Web page from a user having said second privilege level, wherein the updated version of the Web page is not provided over the Internet communication link until the approval is obtained.

Bimson “relates generally to methods and apparatus for implementing changes to an internet website, and more particularly, to systems for defining and enforcing a common style of website page layout for use on an internet and intranet.” (paragraph 2) More specifically, Bimson describes “a content management application which is an intranet application for implementing changes to a website . . . [and which] provides a corporation the ability to define and enforce a common style of page layout in an intranet environment prior to introduction of the page layout to the internet website.” (paragraph 5) To this end, Bimson describes a workflow of the content management application for editing, approving, and implementing changes to a web site.

However, Bimson does not teach or suggest accessing a Web page out of a plurality of Web pages of an e-commerce Web site, the plurality of Web pages comprising an

electronic catalog of products arranged in a product hierarchy. Rather, Bimson does not describe or relate to the arrangements of products represented on the web site, i.e., as a product catalog or arranged in a product hierarchy. Furthermore, Bimson does not teach or suggest log in information that is selected from a first log in information to obtain a first privilege level for editing the Web pages and a second log in information to obtain a second privilege level for editing the Web pages, wherein the second privilege level is higher than the first privilege level, and invoking a web page editor having a graphical user interface for editing the accessed Web page in response to the submitted log in information having a privilege level sufficient to enable editing of the accessed Web page. Rather, to any extent Bimson may be considered to describe privileges, they seem to be with regard to who can perform which step of a given workflow but not different privilege levels for accessing and editing web pages representing a catalog of products arranged in a product hierarchy. Furthermore, the Applicants respectfully submit that Bimson does not teach or suggest in response to the login information comprising the first login information, generating a workflow notification to request an approval of the updated version of the Web page from a user having said second privilege level, wherein the updated version of the Web page is not provided over the Internet communication link until the approval is obtained.

Moore is directed to “an object-oriented, template-driven interface for a customer to utilize in the design of the Web page . . . [that] allows the customer, through the use of the interface, to design the Web page.” (paragraph 16) That is, Moore describes a web page design tool for use in building a web page based on a template. However, Moore does not teach or suggest, alone or in combination with Bimson, accessing a Web page out of a plurality of Web pages of an e-commerce Web site, the plurality of Web pages comprising an electronic catalog of products arranged in a product hierarchy. The Applicants note that Moore mentions catalogs in the background portion. However, the Applicants also note that Moore does not teach or suggest, alone or in combination with Bimson, that these catalogs may be arranged in a product hierarchy. Even assuming if such a teaching inferred, neither reference teaches or suggests, alone or in combination, log in information that is selected from a first log in information to

obtain a first privilege level for editing the Web pages and a second log in information to obtain a second privilege level for editing the Web pages, wherein the second privilege level is higher than the first privilege level, and invoking a web page editor having a graphical user interface for editing the accessed Web page in response to the submitted log in information having a privilege level sufficient to enable editing of the accessed Web page. Rather, Moore only seems to describe basic login information, of one level, to access a host of the web page when uploading the completed page (see paragraph 94) Furthermore, the Applicants respectfully submit that the combination of Bimson and Moore does not teach or suggest in response to the login information comprising the first login information, generating a workflow notification to request an approval of the updated version of the Web page from a user having said second privilege level, wherein the updated version of the Web page is not provided over the Internet communication link until the approval is obtained.

The Office Action also takes Official Notice that:

“It is well known in the art to set an access privilege level higher than another privilege level. It would have been obvious to one of ordinary skill in the art at the time the invention was made to allow the different privilege levels in the teaching of Bimson modified by Moore to include this well known feature for preventing the content from unauthorized usage.” (final Office Action pages 4-5)

The Applicants respectfully hereby traverse taking of this Official Notice. Furthermore, the Applicants respectfully contend that even if taken, this Official Notice, even in combination with Bimson and/or Moore, fails to address each claim recitation. For example, having different privilege levels “for preventing the content from unauthorized usage” does not teach or suggest, alone or in combination with Bimson and/or Moore, in response to the login information comprising the first login information, generating a workflow notification to request an approval of the updated version of the Web page from a user having said second privilege level, wherein the updated version of the Web page is not provided over the Internet communication link until the approval is obtained as recited in each independent claim.

Claim 1, upon which claims 2, 3, 22, and 23 depend, claim 8, upon which claims 9, 10, 24, and 25 depend, and claim 15, upon which claims 16, 17, 26, and 27 depend, each recite in part “accessing, on a web browser, a Web page out of a plurality of Web pages of an e-commerce Web site over an intranet link the plurality of Web pages of the Web site comprising an electronic catalog of products arranged in a product hierarchy; submitting log in information to the Web site over the intranet link, wherein said log in information is selected from a first log in information to obtain a first privilege level for editing the Web pages and a second log in information to obtain a second privilege level for editing the Web pages, wherein the second privilege level is higher than the first privilege level, and wherein said intranet link is separate from an Internet communication link; invoking a web page editor having a graphical user interface for editing the accessed Web page in response to the submitted log in information having a privilege level sufficient to enable editing of the accessed Web page, wherein the web page editor is invoked on the web browser over the intranet link; selecting an item for sale on the e-commerce website on the Web page to modify, the item having one or more attributes related to the item displayed on the Web page, wherein selecting the item causes the web page editor to display an interface for editing the one or more attributes of the item; editing the item on the Web page using the graphical user interface to create an updated version of the Web page, wherein editing the item include updating one or more attributes of the item; submitting the edited item to the Web site over the intranet link; receiving the updated version of the Web page at a first client over the intranet link, the updated version of the Web page displayed the attributes related to the item, including the one or more updated attributes; displaying the updated version of the Web page on the web browser of the first client; viewing the updated version of the Web page using the web browser of the first client to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user accessing the updating version of the Web page; and in response to the login information comprising the first login information, generating a workflow notification to request an approval of the updated version of the Web page from a user having said second privilege level, wherein the updated version of the Web page is not provided over the Internet communication link until the approval

is obtained.” None of the references teach or suggest, alone or in combination, accessing a Web page out of a plurality of Web pages of an e-commerce Web site, the plurality of Web pages comprising an electronic catalog of products arranged in a product hierarchy. Furthermore, none of the references teach or suggest, alone or in combination, log in information that is selected from a first log in information to obtain a first privilege level for editing the Web pages and a second log in information to obtain a second privilege level for editing the Web pages, wherein the second privilege level is higher than the first privilege level, and invoking a web page editor having a graphical user interface for editing the accessed Web page in response to the submitted log in information having a privilege level sufficient to enable editing of the accessed Web page. Further still, none of the references teach or suggest, alone or in combination in response to the login information comprising the first login information, generating a workflow notification to request an approval of the updated version of the Web page from a user having said second privilege level, wherein the updated version of the Web page is not provided over the Internet communication link until the approval is obtained. For at least these reasons, the Applicants respectfully request withdrawal of the rejection.

### **CONCLUSION**

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance. The issuance of a formal Notice of Allowance at an early date is respectfully requested.

Appl. No. 10/071,945  
Amdt. dated June 7, 2010  
Reply to Office Action of April 7, 2010  
Amendment under 37 CFR 1.116 Expedited Procedure  
– Examining Group 3694

PATENT

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 303-571-4000.

Respectfully submitted,

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